

In re Reissue Patent Application
for Patent No. 5,711,100
WILLIAM A. ELMER
Serial No. 10/098,648

In the Specification:

Please amend the specification in the '100 patent as follows:

Column 2, lines 41-56:

FIGS. 1 and 2 show two views of advertising sign 10, comprising a hollow, rigid and translucent unitary molded plastic advertising member 102 of substantially triangular cross section lateral to the elongated direction. This unitary construction significantly reduces the intrusion of water, which is detrimental to the illumination system. Advertising member 102 possesses two triangular end faces 108, a base 107 formed from a unitary and generally rectangular sheet of plastic material, and two elongated, substantially rectangular side surfaces 106 which are somewhat curved to improve aerodynamic characteristics, and to which side and end surfaces advertising messages may be affixed. The molded advertising member 102 also contains four integrally molded feet 110 each of which extends below the plane of the remaining central portion of the base 107, each molded foot 110 at a corresponding corner of the base 107. All edges of the molded advertising member are closed and rounded to improve aerodynamic and moisture resistance properties.

Column 2, line 57 - Column 3, line 9:

FIG. 1A illustrates a coated magnet assembly **126** removably affixed within a similarly-shaped, indented recess or receptacle **112** in each foot **110** via screw **128**, which possesses a beveled head **132** and is threaded into metal sleeve **114**. The sleeve **114** is set into a molded extension **113** through the base **107** and into the internal cavity of the advertising member **102**. A flexible sleeve **130** is interposed between each magnet **126** and recess **112**; beveled head **132** and flexible sleeve **130** permit a nonrigid attachment of magnet assembly **126** in the corresponding recess or receptacle **112**, thus permitting the magnet assembly **126** to pivot slightly as needed to adjust for curvature of the vehicle's roof. Each magnet assembly **126** is coated with a scratch-resisting plastic material which extends across the bottom and over the edge of the assembly and is chosen to prevent both scratching of the vehicle's metallic surface and exposure of the metallic stand-off housing **134** (described below). A suitable scratch-resistant coating material is Plascoat PPA **571** manufactured by Plastronics, Inc. A screw hole **127** in the coated magnet assembly **126** is recessed so that the head of screw **128** will not contact the roof of the vehicle.

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Column 3, lines 33-45:

The advertising sign 10 is removably affixed to a metallic vehicle roof 180 in such a way that the advertising sign may be read from all directions, as shown in FIG. 3. This is accomplished by placing the long axis of advertising sign 10 on the roof 180 parallel to the windshield of the vehicle. In this configuration, the slight curvature of the forward-facing side 106 substantially reduces wind resistance, and thus, the likelihood that the sign 10 will be blown from the automobile at elevated speeds. One skilled in the art will appreciate that resistance to wind is also reduced because each receptacle 112 is formed by the extension of the adjacent side 106 and the adjacent end 108 below the remaining central portion of the base 107 so as to surround the corresponding magnet assembly 126. The dimension of the feet 110 insures that the curvature of the roof does not prevent the magnets from engaging the roof 180. Alternately, the sign 10 may be placed longitudinally along the roof 180.

Column 3, lines 10-18:

Magnet assembly 126 preferably comprises a coated non-magnetic metal housing 134 with lip 136, which extends slightly beyond a corresponding magnet 138 to permit easier removal of advertising member 102 from the vehicle roof; that is, to define a space between the coated face of the magnet 138 and the roof, so that the force of the magnet may more easily be decoupled from the metal of

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the roof. As noted by the dotted lines in FIG. 1A, the magnet assembly **126** extends slightly below the bottom level of the foot **110**.

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In the Drawing:

Subject to the approval of the Examiner and responsive to the Examiner's guidance of the March 9, 2004 Office Communication, Attachment B enclosed herewith is a resubmitted proposed amendment in red ink to Figure 1A to show numeral 114 as mentioned in column 2, lines 60 and 61.

Consistent with the Examiner's remarks at page 3 of the October 24, 2003 Office Action, (Paper No. 14), Applicant withdraws the then proposed correction to Figure 1A filed with the amendment of July 10, 2003.